IN THE CLAIMS

Application No.: 10/700,416

1. (currently amended) An image display controlling apparatus for adjusting the contrast of an image, said apparatus comprising:

discriminating means for receiving an image signal, for discriminating a signal format of the image signal, the signal format including at least one of lightness of the and for image and color of the image, generating a discrimination signal based the result of said on discriminating;

controller means for receiving the discrimination signal and for generating a control signal based on the received discrimination signal;

level adjustment means for receiving the control signal and for adjusting a luminance signal level of the image signal based on the received control signal;

display means for displaying an image in accordance with the adjusted luminance signal level;

illuminating means for illuminating said display means, the brightness of the illumination provided by said illuminating means being restricted to within a predetermined range below which stable discharge current cannot be maintained by said illuminating means; and

illumination controlling means for receiving the control signal and for controlling the brightness of the illumination provided by said illuminating means based on the control signal;

the control signal including a setting value associated with a particular image contrast said level adjustment means operating in coordination with said illumination controlling means such that if the setting value would require said illumination controlling means to lowers the illumination brightness to be below the

predetermined range, said illumination controlling means instead maintains the illumination a minimum brightness within the predetermined range and at which stable discharge current is maintained in said illuminating means without attaining a desired image contrast, said level the adjustment means lowers luminance signal level according to the setting value to further adjust the image contrast—until the desired—particular image contrast associated with the setting value is attained.

- 2.-4. (cancelled)
- 5. (previously presented) The image display controlling apparatus according to claim 1, further comprising:

display image generating means for converting the image which is in accordance with the adjusted luminance signal level into a signal matched to said display means.

- 6. (previously presented) The image display controlling apparatus according to claim 1, wherein said display means is a liquid crystal display.
- 7. (currently amended) An image display controlling method for adjusting the contrast of an image, said method comprising:

discriminating a signal format of an image signal, the signal format including at least one of lightness of the image and color of the image, and generating a discrimination signal based on the result of said discriminating step;

generating a control signal based on the discrimination signal;

adjusting a luminance signal level of the image signal based on the control signal;

displaying an image in accordance with the adjusted luminance signal level; and

controlling the brightness of the illumination provided for the displayed image based on the control signal, the brightness of the illumination being restricted to within a predetermined range below which stable discharge current cannot be maintained;

including a setting value control signal the associated with a particular image contrast said adjusting step_being_carried_out_in_coordination_with_said_step_of controlling the brightness of the illumination such that if the setting value would require the illumination brightness be below the predetermined range, said illumination step instead maintains the illumination is lowered to a minimum brightness within the predetermined range and adjusting step lowers at which stable discharge current is maintained without attaining a desired image contrast, the luminance signal level is lowered to further adjust the image contrast until the desired particular image contrast associated with the setting value is attained.

8.-10. (cancelled)

- 11. (previously presented) The image display controlling method according to claim 7, wherein the displayed image which is in accordance with the adjusted luminance signal level is converted into a signal matched to a display unit.
- 12. (previously presented) The image display controlling method according to claim 7, wherein the displayed image is displayed using a liquid crystal display.
 - 13. (currently amended) An imaging apparatus, comprising: image signal generating means for imaging an object to

generate an image signal;

discriminating means for receiving the image signal, for discriminating a signal format of the image signal, the signal format including at least one of lightness of the image and color of the image, and for generating a

discrimination signal based on the result of said discriminating;

controller means for receiving the discrimination signal and for generating a control signal based on the received discrimination signal;

level adjustment means for receiving the control signal and for adjusting a luminance signal level in the input image signal based on the received control signal;

display means for displaying an image in accordance with the adjusted luminance signal level;

illuminating means for illuminating said display means, the brightness of the illumination provided by said illuminating means being restricted to within a predetermined range below which stable discharge current cannot be maintained by said illuminating means; and

illumination controlling means for receiving the control signal and for controlling the brightness of the illumination provided by said illumination means based on said control signal;

the control signal including a setting value associated with a particular image contrast said level adjustment means operating in coordination with said illumination controlling means such that if the setting value would require said illumination controlling means to lowers the illumination brightness to be below the predetermined range, said illumination controlling means instead maintains the illumination a minimum brightness within the predetermined range and at which stable discharge current is maintained in said illuminating means without attaining a desired image contrast, said level luminance adjustment means lowers the signal level according to the setting value to further adjust the image contrast—until the desired—particular image contrast associated with the setting value is attained.

- 14.-16. (cancelled)
- 17. (previously presented) The imaging apparatus according to claim 13, further comprising

display image generating means for converting the image which is in accordance with the adjusted luminance signal level into a signal matched to said display means.

- 18. (previously presented) The imaging apparatus according to claim 13, wherein said display means is a liquid crystal display.
- (currently amended) A viewfinder device for viewing an image based on an image signal provided by an imaging apparatus, said viewfinder device comprising:

discriminating means for discriminating a signal format of the image signal, the signal format including at least one of lightness of the image and color of the image, and for generating a discrimination signal based on the result of said discriminating;

controller means for receiving the discrimination signal and for generating a control signal based on the received discrimination signal;

adjustment means for receiving the control signal and for adjusting a luminance signal level of the image signal based on the received control signal;

display means for displaying an image in accordance with the adjusted luminance signal level;

illuminating means for illuminating said display means, the brightness of the illumination provided by said illuminating means being restricted to within predetermined range below which stable discharge current cannot be maintained by said illuminating means; and

illumination controlling means for receiving the control signal and for controlling the brightness of the illumination provided by said illuminating means based on the control signal;

control signal including a setting value the associated with a particular image contrast said level adjustment means operating in coordination with said illumination controlling means such that if the setting value would require said illumination controlling means to illumination brightness the to be below the predetermined range, said illumination controlling means instead maintains the illumination a minimum brightness within the predetermined range and at which stable discharge current is maintained in said illuminating means without attaining a desired image contrast, said level adjustment means lowers the luminance signal level according to the setting value to further adjust the image desired particular image contrast contrast—until the associated with the setting value is attained.

- (cancelled) 20.-22.
- (previously presented) The viewfinder device according to claim 19, further comprising:

displayed image generating means for converting the image which is in accordance with the adjusted luminance signal level into a signal matched to said display means.

- (previously presented) viewfinder The according to claim 19, wherein said display means is a liquid crystal display.
- (currently amended) The viewfinder device according to claim 19, wherein said controller means includes means for exchanging the control information with said imaging apparatus, and the viewfinder device makes an inquiry to the apparatus as to whether the imaging apparatus is controlling, to

adjust the contrast of the displayed image, at least one of the brightness of the illumination provided by said-illuminating means in coordination with at least one of controlling the contrast of the displayed image and the luminance signal level of the image signalcontrolling the contrast of the displayed image.